

# Networking for Scientific Careers

Prof. Tracey Holloway

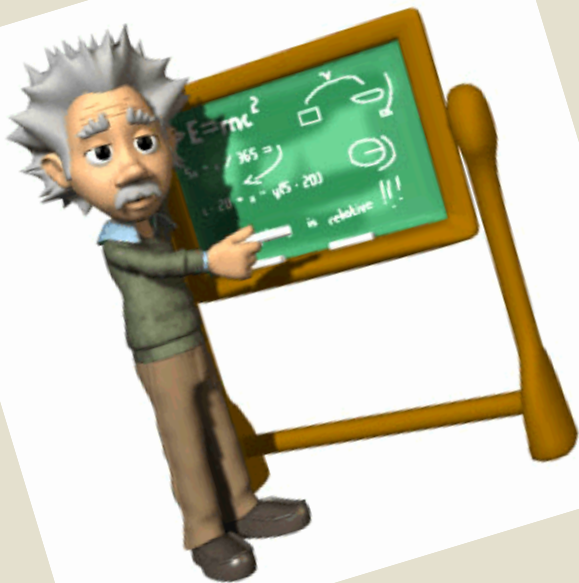
*CIMSS 7/24/13: “From Degree to Career”*

Nelson Institute for Environmental Studies

Center for Sustainability and the Global Environment (SAGE)

University of Wisconsin Madison





# MacArthur Foundation

Academic Support & Enrichment Center

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## SAMPLE CV

**NAME**  
Address  
City, State, Postal Code  
Phone  
E-mail address@domain.com

**Career Objective**  
**Education**

Who am I? Where am I going?  
Degree, Date  
Name of Institution (Higher Education), Date  
**Honors and Awards:**

**Relevant Courses:**  
Include a brief description of courses, modules, dissertation topic, areas of special interest, etc.  
Degree, Date  
Name of Institution (Higher Education), Date  
**Honors and Awards:**

**Employment Experience**

**Relevant Courses:**  
Include a brief description of courses, modules, pr dissertation topic, areas of special interest, etc.  
Title of job, Name and location of employer  
Date

**Other Experience**

Description of duties, responsibilities. Emphasize sk development and business experience.

**Skills and Achievements**

Identify your key skills. Group these in functional areas  
Describe some experiences in terms of achievement.  
Indicate level of competence if more than one language is spoken.

**Certifications**

**Abstracts/Publications**

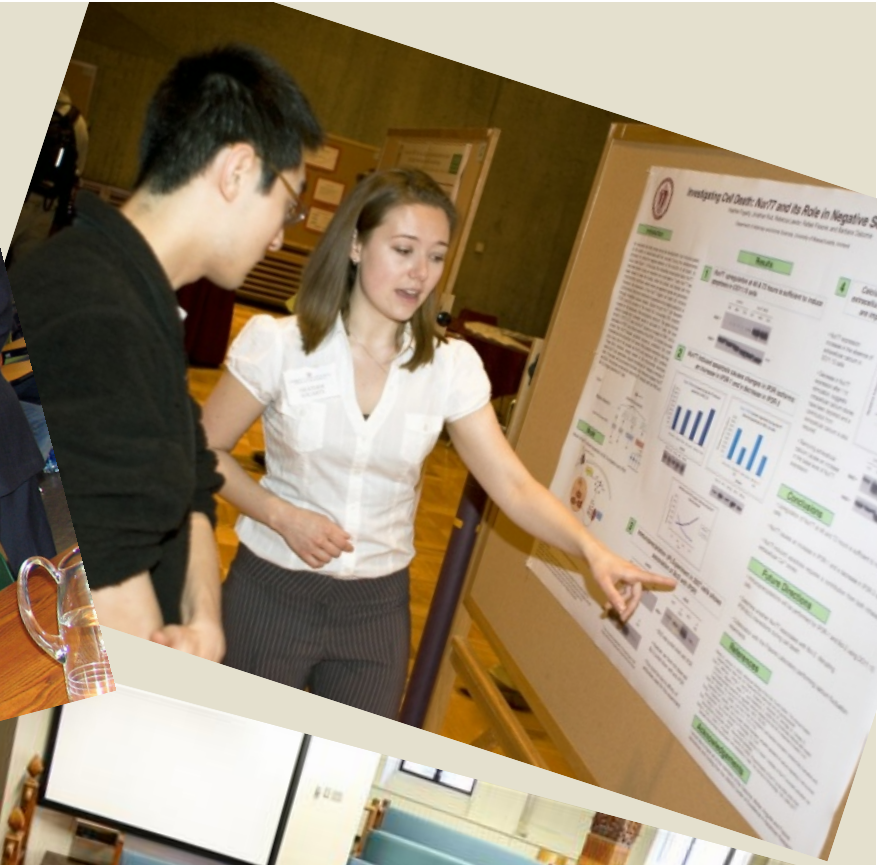
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# Networking & Me

- Founding ESWN & ES Jobs Net
- Led Cutting Edge Webinar (“*Networking for Academic Careers,*” 5/13)
- Helped develop ESWN Training programs (“*Networking for Scientific Careers,*” 6/12)
- Aldo Leopold Leadership Program (2 weeks training on leadership & networking)
- Lots collaborative work + lots of hats on campus
- Informal work with students
- My networking gurus: Kerry Ann Rockquemore (NCFDD) & Chris Olex

# In a recent Rutgers study...

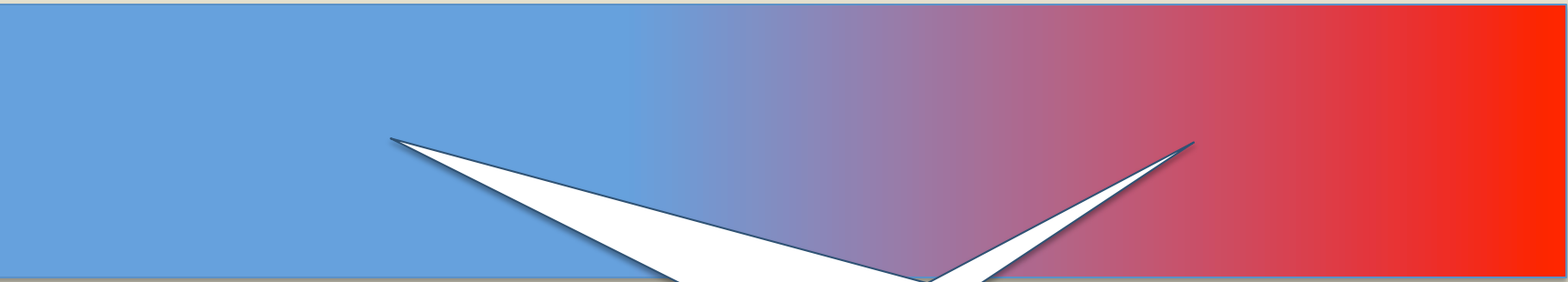


“...help of family and friends to find **70%** of the jobs they held over their lifetimes; they all used personal networks and insider information if it was available to them”

“..only **14%** mentioned that they had received help of any kind from others”

<http://opinionator.blogs.nytimes.com/2013/05/05/how-social-networks-drive-black-unemployment/>

# Can we separate professional networking from favoritism?



“Favoritism is almost universal in today’s job market.”

“. And while exclusion or discrimination is illegal, inclusion or favoritism is not — meaning it can be more insidious and largely immune to legal challenges.”

<http://opinionator.blogs.nytimes.com/2013/05/05/how-social-networks-drive-black-unemployment/>

# What is “networking” (for scientists)?

- **Engaging people to evaluate our work** (reference letters, reviewers, nominators, grant managers, informal feedback, etc.)
- **Connect w/ people who are interested in our work, and vice versa** (research conferences, department seminars, speaker invitations, journalists, twitter, blogs, collaborators, new ideas)
- **Navigating a specialized job market** (tenure letters, grant managers, hiring initiatives, sharing information, getting advice)
- **Supporting our students** (introducing them to alumni & experts, bring them to conferences, sending job announcements, advise on online identity issues)

# Networking & Jobs



Most permanent jobs: publicly announced; competitively awarded

But they still depend on your references, reputation, community engagement, etc.



# Networking & Jobs



Many opportunities require personal connections: Award nominations, collaborations, mentoring

Institutions (usually) build *opportunities* for these connections... but individuals are expected to engage

# Networking & Jobs



Do you know all the opportunities out there? Do you know when and where advice would be helpful?

Formal or informal networks can help you with the “unknown unknowns”

**GAME:** Count **1 point** for each thing you've done *today*...

- Met a student you didn't know already
- Met a non-student you didn't know
- Introduced yourself to a new person
- Talked about your research (even a little)
- Asked someone about their research
- Shared your next career goal (e.g. looking for a post-doc next year)
- Took down contact info or got business card

## Tracey's Tip #1:

*3 ways to make 2 minutes of conversation with any scientist: “Hi, my name is \_\_\_\_\_.”*

*1) “...I really enjoyed your talk – do you have a paper out related to that work?”*

*2) “... I wanted to introduce myself because \_\_\_\_\_”*

*3) “... I’m working on \_\_\_\_\_, and was wondering what you thought about \_\_\_\_\_?”*



## Tracey's Tip #1.5:

*3 ways to make 30 minutes of conversation with any scientist:*

- 1) "Could you tell me a little more about your research?"*
- 2) "How did you decide to pursue \_\_\_\_\_?"*
- 3) "Do you have any advice for someone on the job market?" (etc.)*

# Tracey's Top 9 Places for Scientific Networking

- 5 minutes before department seminar
- Obligatory meetings with visiting speakers
- Quasi-social events, especially w/ peers
- Big conferences + brief convo + email follow-up
- Small conferences + longer convo + email follow-up
- Offer to help with seminar, outreach activities, etc.
- Email + coffee with (would be) mentor
- Twitter + email or real-life follow-up
- Your webpage (you never know who's looking!)

**GAME:** I just met you, and I think you are great! How can I find more information about you?  
*(1 point per answer)*

- Webpage with your photo & contact info
- An up-to-date CV linked from your webpage
- A list of your publications linked from your webpage
- Description of your research + related work interests on webpage
- A LinkedIn page
- A Facebook page you'd be happy for an employer to see
- Info about you on your advisor's or dept. webpage

# Tracey's Tip #2:

*Never underestimate the power of a good webpage*

Looks official

Include your pic

CV linked

You & your work

Image gives instant overview

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download Erica's CV

Erica Bickford is a Ph.D. candidate in the Nelson Institute for Environmental Studies at the University of Wisconsin-Madison, working with Prof. Tracey Holloway. Erica's research examines impacts of transportation especially freight - on air pollution and climate change. She employs atmospheric models to investigate transport policy options for improving air quality, focusing on cost-effective transport solutions. In addition to her Ph.D. in Environment & Resources, Erica is pursuing certificates in Transportation Management and Policy (TMP) - for which she serves as Student Representative, connecting students and the faculty, and Air Resources Management (ARM). Erica earned an M.S. in Atmospheric and Oceanic Sciences from UW-Madison in 2008, and a B.S. in Ecology and Environmental Science from the University of Maine in 2006.

With policy as a major focus of her work, Erica was honored to participate in the 2010 Eno Leadership Development Conference - a transportation policy workshop in Washington, DC, and the 2010 American Meteorological Society's Summer Policy Colloquium also in Washington. Erica participated in the prestigious International Institute for Applied Systems Analysis' (IIASA) Young Scientists Summer Program in Vienna, Austria. While at IIASA, she worked with Dr. Jens Borken-Keefer analyzing the potential for new vehicle technologies to reduce greenhouse gas emissions from the U.S. on-road transportation sector, and conducting a cost-benefit sensitivity study for technology costs with respect to uncertain future fuel prices.

Erica's recently completed research project evaluating air quality impacts from freight modal shifts-truck to rail-in the upper Midwestern U.S. has been featured in press releases around the web (UW, Science Daily, others). She is now working on using satellite retrievals from the NASA/KMNP Ozone Monitoring Instrument (OMI) to form spatial patterns of surface freight activity (see figure) and using emissions inventories, and validate OMI-Q-modeled total column densities. For this project Erica uses the FHWA's Freight Analysis Framework (FAF) data, the EPA's model, and GIS to build a roadway-level diesel truck emissions inventory, SMOKE to process the emissions, and OMI-Q to model air quality. Funding for both projects comes from the National Center for Freight & Infrastructure Ed...

Updated: 1/12/2009

SAGE is a Research Center of the Nelson Institute for Environmental Studies at the University of Wisconsin-Madison

Contact: Erica Bickford  
Feedback questions

Figure a. Satellite NO<sub>2</sub> Measurements from Freight Volume from FHWA



# “So you want a post-doc” Networking: Option #1

- 1) Set up in-person (or phone) meetings with mentors, former professors and other contacts.
- 2) Bring a copy of your CV &/or other info
- 3) Ask for their advice. Take notes. Nod.
- 4) Ask them who else you should talk to.
- 5) Follow up with a thank-you note & updates

# Why it works

- Gets the word out that you are on the market (or whatever your goal)
- Reminds potential advocates who you are, and why they like you so much
- Gives you immediate feedback on strategy
- Makes mentors feel like they are part of your team → advocates/sponsors
- Builds your network
- Personal recommendation very powerful
- “If you want \$, ask for advice” (and if you want advice, ask for advice)

# “So you want a post-doc”

## Networking: Option #2

- 1) Find people with whom you would like to work
- 2) Email with your CV and a super-polite, positive “cover” letter. Be specific about why them. Compliment their work.
- 3) Doesn’t matter if they are advertising or not (or for a level higher/lower than yours)
- 4) **Worst case:** you put yourself on the radar of a potential employer, but no response  
**Best case:** Unadvertised opportunities, or they forward your email to others.

# Why it works

- Many jobs are not well advertised
- Many job opportunities are “emailed around”
- In academics, skills/backgrounds are highly specialized... Your future employer needs to know you exist.
- Even if this person/org is not hiring now, they may remember you for the future.



## Tracey's Tip #3:

*Make it as easy as possible for future employers, funders, etc. to “find you” through professional networks*

# You have the job... Why keep networking?

- Who will write your recommendation letters? Tenure letters?
- Who will invite you for talks? Suggest you for panels? nominate you for awards?
- Who will give you career advice?
- Who will invite you to collaborate?
- Who will review your papers & grants?
- Who will be on the job search committee?
- Who will give you the “inside scoop”?
- Who will give you feedback on your work?
- ...

# Mentors and Sponsors

- High-value members of your network, *especially* in academia.
- Cultivate mentors who know your work, who feel invested in you.
- Sponsors impact how you are discussed “behind closed doors.” Invested mentors are excellent sponsors.
- Your “mentors” do not need to be official... Just helpful senior/peer colleagues

# How Can Mentors/Sponsors Help?

Writing letters  
for jobs, tenure,  
fellowships

Giving  
Advice

Sending  
info your  
way

Inviting you to  
workshops,  
committees, etc

Talking you  
up

Closed-door  
discussions  
about your job  
application,  
performance,  
etc.



# Science that Networks

- Publishing papers, building reputation
- Attending meetings, connecting w/ peers
- Visiting other people's posters/talks, “
- Reviewing papers, engaging w/ journals
- Reviewing proposals (especially panels), engaging w/ funding agencies
- Ph.D. committee members etc., building sponsors
- Call program managers, let them know you
- Attending seminars, engaging with dept.
- Meet with visiting speakers, connecting w/ outside experts (+ other disciplines)

# Final Thoughts

- The easiest way to network is to volunteer to **help others**
- The 2<sup>nd</sup> easiest way is to **promote other people** (nominate someone for an award, invite students to meet a visiting speaker, e-introduce two colleagues)
- Know your boundaries, and work within a space that is **comfortable for you**

Time for Questions

# Thank you!



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